

DFC Sustainability Plan Guidelines

The Strategic Prevention Framework identifies the need for community coalitions to consider long-term sustainability throughout the planning process. In order to help coalitions funded through the Drug Free Communities Support Program be more successful in thinking about sustainability, grantees are required to submit a Sustainability Plan to their CSAP Project Officer in years 3 and year 7 of program funding.

The plan must articulate how the community will ensure the continuation of effective policies, strategies, and practices when Federal assistance is no longer available. The plan must identify specific strategies to be sustained, including identifying the money, time, technology, and talent required to sustain those strategies; the individuals and/or organizations who will assume responsibility for sustaining those strategies; and include specific plans to solicit substantial financial support from non-Federal sources to demonstrate that the project will be self-sustaining when Federal assistance is no longer available.

This template is designed to help coalitions develop a quality Sustainability Plan. Additional technical assistance resources that may assist your coalition with developing this plan may be found on the National Coalition Institute's Website at the following address:

http://www.coalitioninstitute.org/SPF_Elements/Sustainability/SustainabilityHome.asp

Sustainability Preparation - a strong Sustainability Plan requires reflective thinking about the coalition's Strategic Plan

- Ultimately, the work of the coalition should focus on creating community level change that overtime will prevent and reduce substance abuse.
- The coalition should focus on the long-term needs of the coalition in order to continue to be able to manage, implement and evaluation initiatives that are deemed necessary to sustain.
- The Sustainability Plan should fall in line with the Logic Model and Strategic Plan that has been created by the coalition.
- Briefly describe the vision and mission of the coalition's work toward this goal.

The Six Steps of Sustainability Planning

1. Identify What Needs To Be Sustained

- Describe what outcomes the coalition wants to sustain over time?
- Describe what strategies the coalition needs to sustain to achieve/maintain their outcomes?
- Determine what parts of the coalition itself will need to be sustained using outside resources. (i.e., staff, technology, space, volunteers, etc.)

2. Identify What Resources are required

- Identify what resources (i.e., hard cash, in-kind resources, human capital, space, technology, time, etc) the coalition believes will be needed to sustain the strategies and outcomes overtime, including the essential elements of the coalition itself.

3. Create Case Statements

- Case Statements are impact statements used to clearly identify what must be sustained, why and how. They are usually about three sentences long and can become the statement that drives forward the planning process.
- Describe why the focus work of the coalition is needed in the target community?
- Describe the benefits of the coalition's work including the impact the coalition is having on creating community level change. Why is this work important?
- Describe the consequences of not having the coalition's work in the community.
- Include specific needs of support in your case statement (i.e., money, volunteers, space, etc).

4. Determining Funding Strategies

- Describe how the coalition plans to provide or develop needed resources to fund the identified strategies. This should include thinking about how the coalition implements four aspects of funding strategies:
- Share: Will the coalition share resources with other partners or how will partners support the work with their resources;
- Charge: Does or will the coalition charge for products and services;
- Ask: Does or will the coalition ask for donations from individuals/organizations; and/or
- Earn: Does or will the coalition earn income through entrepreneurial activities?
- Coalitions may be able to seek funding from other entities (i.e., other federal programs, foundations, city/county/town council, state, etc.). Outline how they will seek assistance in this way.
- If the coalition is not currently engaging in any of the above named strategies, describe the coalition's plan for implementing resource development strategies in the future. Include what actions the coalition is taking now to start sustainability activities before the grant funding expires.

5. Identify Potential Partners

- Of the partners currently working with the coalition, who has been identified as being able to take on aspects of the coalition's current work after DFCSF funding is no longer available?
- Does the coalition have marketing tools?
- Describe potential partners that will be needed or recruited to help support each identified strategy?
- Why does this partner make sense for a specific strategy?
- If they are not currently supporting this activity, how will they be recruited to support this activity?
- Is your case statement compelling enough to sell this idea to this partner?

6. Action Plan to Contact and Present to Potential Partners

- Describe what will be done to contact potential partners, when will each task be accomplished and what resources will be required to contact and present to potential partners.
- Who needs to know about this effort?
- What is the coalition's communication strategy for marketing their needs and requests for support?